



Pets and Products Market Potential

Hopi

Prepared by Esri

Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	538	28.1%	121
HH Owns Dog	970	50.6%	128
HH Owns 1 Cat	249	13.0%	109
HH Owns 2+ Cats	289	15.1%	135
HH Owns 1 Dog	444	23.2%	97
HH Owns 2+ Dogs	528	27.5%	176
HH Used Canned or Wet Cat Food/6 Mo	320	16.7%	117
HH Used Packaged Dry Cat Food/6 Mo	526	27.4%	124
HH Used Cat Treats/6 Mo	286	14.9%	103
HH Used Cat Litter/6 Mo	438	22.8%	108
HH Used Canned or Wet Dog Food/6 Mo	411	21.4%	133
HH Used Packaged Dry Dog Food/6 Mo	920	48.0%	128
HH Used Dog Biscuits or Treats/6 Mo	703	36.7%	118
HH Used Flea/Tick/Parasite Prod for Cat/Dog	910	47.5%	137
HH Purchased Pet Food/12 Mo	106	5.5%	123
HH Purchased Pet Food from Grocery Store/12 Mo	532	27.8%	122
HH Purchased Pet Food from Petco/12 Mo	111	5.8%	86
HH Purchased Pet Food from PetSmart/12 Mo	162	8.5%	92
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	84	4.4%	83
HH Purchased Pet Food from Wholesale Club/12 Mo	108	5.6%	112
HH Purchased Pet Food Online/12 Mo	245	12.8%	110
HH Purchased Pet Food from Vet/12 Mo	51	2.7%	81
HH Spent \$1-99 on Pet Food/12 Mo	168	8.8%	148
HH Spent \$100 -199 on Pet Food/12 Mo	235	12.3%	148
HH Spent \$200-499 on Pet Food/12 Mo	276	14.4%	95
HH Spent \$500+ on Pet Food/12 Mo	301	15.7%	112
HH Purchased Flea Control Online/12 Mo	188	9.8%	149
HH Purchased Flea Control from Vet/12 Mo	336	17.5%	136
HH Took Pet 1 Time to Veterinarian/12 Mo	226	11.8%	96
HH Took Pet 2 Times to Veterinarian/12 Mo	267	13.9%	121
HH Took Pet 3 Times to Veterinarian/12 Mo	136	7.1%	113
HH Took Pet 4 Times to Veterinarian/12 Mo	98	5.1%	113
HH Took Pet 5+ Times to Veterinarian/12 Mo	208	10.9%	149
HH Spent \$1-99 on Veterinarian Care/12 Mo	58	3.0%	134
HH Spent \$100-199 on Veterinarian Care/12 Mo	110	5.7%	114
HH Spent \$200-499 on Veterinarian Care/12 Mo	288	15.0%	120
HH Spent \$500-799 on Veterinarian Care/12 Mo	175	9.1%	142
HH Spent \$800+ on Veterinarian Care/12 Mo	197	10.3%	110
HH Used Professional Pet Service/12 Mo	377	19.7%	112
HH Used Professional Pet Service 3+ Times/12 Mo	242	12.6%	113
HH Used Professional Boarding or Kennel Pet Service/12 Mo	104	5.4%	134
HH Used Professional Grooming Pet Service/12 Mo	315	16.4%	117
HH Has Pet Insurance	86	4.5%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.